

EDITOR,

~~Poplar~~ Popular Electronics, Scientific American,  
Popular Science

United A  
TWA

① John R. Riggs  
One Park Ave  
NYC 10016

② Louis Flanagan  
gan  
415 Madison Ave  
NYC 10017.

Dear Mr. \_\_\_\_\_,

I am interested in communicating with persons who have responded to certain advertisements appearing in your magazine, via an editorial statement. This statement might take the following form:

Persons who own the Bally "HomeLibrary Computer" or "Arcade" may be interested in a publication devoted to the enhancement of the operation of this machine. A subscription to the ARCADIAN is \$10. a year ~~(8 back issues included)~~ from R. Fabris etc.

a JS+A

~~I am an owner of a Bally machine, having ordered from an ad in Oct 1977. I recognized the need for a means of communication between owners and initiated a formal newsletter in Nov 1978. The latest issue is enclosed for your information. With a \$10. subscription and first class mailing, you can see that I'm barely breaking even monetarily. My motive is self-improvement, and I am learning about the machine through this venture.~~

The reason why I am writing this letter of request is because of the non-communication policy instituted by JS+A National Sales, who advertised this product through you in late 1977. Bally produces 13 game cartridges, a BASIC- language computer cartridge, and a device to allow attachment of a tape recorder for computer program storage. Only 3 games are being made available by JS+A to their customers, and the customers are not advised of the existence of the remainder. I requested to JS+A that their customers be informed of the existence of the ARCADIAN and was rebuffed by J. Since JS+A has not sent any of the warranty registration cards to Bally, those customers are, in the main, isolated.

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As a matter of information, the <sup>JS+A</sup> advertisement that appeared contained a number of half-truths or actual falsehoods, and I am enclosing a copy of the ad with questionable areas marked. There is <sup>some</sup> litigation going on between Bally and JS+A, and I have no interest in being involved in that.

I trust that you can see that the purchasers of the Bally machine the JS+A are being poorly dealt with, and I hope that you can see your way clear to making ~~some kind of~~ an attempt to contact them thru your editorial columns, for our mutual benefit.

J